Synopsis

SUBMITTED FOR THE DEGREE OF

DOCTOR OF PHILOSOPHY IN THE FACULTY OF COMMERCE

TO

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,

NANDED

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

ON TOPIC

"A COMPARATIVE STUDY OF IMPACT OF SOCIAL MEDIA ON CONSUMER PACKAGED GOODS IN SMALL AND MEDIUM ENTERPRISES WITH SPECIAL REFERENCE TO SELECTED AREAS OF THANE DISTRICT AND AURANGABAD DISTRICT".

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1.1 Introduction:

Social media are computer handled technologies that facilitate the creation and sharing of information, ideas, career, interests and other forms of expression via virtual communities and networks. In simple social media is the collective of online communication routes dedicated to community based input, inter action, context sharing and collaboration.

1.2 Significance of the study:

Social media is a series of websites and application designed to allow people to share content quickly, efficiently and in record time. Many persons today define social media as apps on their smart phones or tablets, but the truth is, this communication tool started with computers. Social media is the collective of online communications channels dedicated to community based input, interaction, content sharing and collaboration. Website and applications dedicated to forums micro blogging, social networking, social bookmarking, social duration and wikis are among the different types of social media.

1.3 Review of Literature:

Based on the statistical analysis it has been found that the number of applicants of the social network in India will be 258.27 millions. It is a drastic rise from approximately 168 million users. Regard less, it contain just 16 percent of the nation's aggregate populace with access to the web. It is noticed that India's web clients will end up noticeably the world's biggest web base, after China and US.

Business applications of social media Social media are becoming an integral part of life online as social web site and applications proliferate. Most traditional online media platforms include social components, such as comment fields for users. In business social

media is used to market products, promote brands, connect to current customers and foster new business

- Social media analytics is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer activities.

- Social media marketing takes advantage of social network to help a company increase brand exposure and broaden customer reach. The goal is usually to create content compelling enough that users will share it with their social network One of the key components of SMM is social media optimization Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO is a strategy for drawing new and unique visitors to a website.

- Social CRM (customer relationship marketing) can be a very powerful business tool. For example, establishing a Face book page allows people who like your brand and the way you conduct business to like your page, which creates a venue for communication, marketing and networking. Through social media sites, you can follow conversations about your brand for real-time market data and feedback.

- In terms of customer feedback, social media makes it easy to tell a company and everyone else about their experiences with that company, whether those experiences are good or bad. The business can also respond very quickly to both positive and negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence.

- Enterprise social networking allows a company to connect individuals who share similar business interests or activities. Internally social tools can help employee's access information and resources they need to work together effectively and solve business problems. Externally, public social media platforms help an organization stay close to their customers and make it easier to conduct research that they can use to improve business processes and operations.

- Social media is also often used for crowd sourcing customers can use social networking sites to offer ideas for future products or tweaks to current ones. In IT

projects, crowd sourcing usually involves engaging and blending business and IT services.

1.4 Scope of Social Media:

Face book is a famous free social networking website that allows registered users to create their own profiles, upload photos and videos, send message and keep in touch with friends, family and colleagues.

Twitter is a free micro blogging service that creates registered users broadcast short posts called tweets. Twitter members can broadcast tweets and follows other user tweets by using multiple platforms and devices.

Google + is Google's social networking, prepared to the way people interact offline more closely than is the case in other social networking services.

Wikipedia is a free, open contact online encyclopaedia creaked through the collaborative effort of a community of users known as Wikipedia's

Linkedin is a social networking site prepared specifically for the business. The aim of the site is to allow registered members to establish and document network of people they know and trust professionally.

Social media for business to business companies is an underutilized but strong strategy to generate new leads, raise usefulness and drive website route while many people view social media as a medium only used by consumer brands, social media can significantly benefit B2B and technology companies as well. Social media becoming increasingly prominent everyday life. Social media is an easy to use and it is a powerful tool in the hands of users that allows share a piece of content all over the world in seconds. Social Media and its advantages to the business organisation. Consumer goods are products that sell quickly at relatively low cost. These goods are called Fast Moving Consumer Goods Fast Moving Consumer Goods have a short life because of higher consumer demand. Theses goods are purchased frequently are consumed rapidly, are priced low, and are sold in large quantities. They are also having a turnover products and baked goods.

1.5 Objective of the study:

* To understand the concept and evolution of social media

* To examine the role and utility of social media in small and Medium Enterprise.

* To find out the progress of social media in the small and Medium Enterprise in Thane District and Aurangabad District.

* To know whether social media is performing well in Thane District and Aurangabad District

* To identify the challenges in the implementation of social in Small and Medium Enterprises in Thane District and Aurangabad District.

* To expand the brand awareness through social media,

* To generate new ideas.

* To grow profit level.

* To Boost brand engagement.

* To Build a community.

* To effective social customer service.

* To drive traffic to website.

1.6 Hypothesis of Research:

1. The Social Media has its impact in marketing consumer packaged goods in Thane District and Aurangabad District.
2. The social media impact on the different types of consumers differently.

1.7 Limitations of study:

1. The study is delimited to two district of Maharashtra mainly A) Thane District B) Aurangabad

2. The present study will only cover variables like demographic factors like Age, Gender, Occupation, Qualification & Income Level.

3. The Psychological factors will be considering limitations of the study.

4. The non availability of modern tools, equipments which may affect the result of the study may be considered as limitation for the study.

5. The some of the respondents did not answer all the questions, which could hamper the final results to a certain extent.

6. The sample included largely in one particular area, as the services rendered in one geographical area may differ from another.

7. The results of this study depends upon the data collected from both primary and secondary sources, Therefore, the accuracy available of the results depends upon the accuracy of the data.

1.8 Research Methodology:

Research Design : Design of research will be descriptive and analytical. It will be structured as per the Hypothesis of this research. The data for the research will be collected through interviews and questionnaires, which will be further analysed to form a a conclusion and recommendations. This study of impact of social media on fast moving consumer goods and small and medium enterprises with special reference to selected areas of Thane District and Aurangabad District is recorded on the basis of the information collected from primary sources as well as secondary sources.

Sample Size

A study covers sample size 250 consumers from Thane & 250 consumers from Aurangabad and 250 Small & Medium Enterprises from Thane & 250 Small & Medium Enterprises from Aurangabad.

Consumers using consumer packaged goods in small and medium enterprises from Thane & Aurangabad district will be the population for this study.

Data Collection tools :

Primary data

The data will be collected from primary source such as Interviews and Questionnaire. Questionnaires will includes the information related with social media

Secondary data

Secondary data will be collected from various websites, magazines, newspaper , social platforms etc

1.9 Suggestions

1. Involvement: Social media offers the perfect opportunity to engage with customers quickly and easily.

2. Increased brand recognition: Social media has increase the brand recognition. Through social media now the organisation is more accessible to both the new customers and already existing clients.

3. Driving Traffic: Every organisation want to reach the maximum number of customers by reaching through social media.

4. Cost Efficiency: Social media reduce the cost and increase the efficiency. Social media plays important role in today competitive world. It will create opportunities for the business organisation.

Social media has become an important part for all businesses looking to be a part of the digital market. Social media possess creativity, passion and consistency for the growth of organisation.

1.11 Chapter Plan:

Chapter 1 Introduction.

Chapter 2 Review of literature.

Chapter 3 Impact of Social Media on FMCG and SME in selected areas of Thane District and Aurangabad District

Chapter 4 Data Collection & Interpretations

Chapter 5 Data Analysis & Evaluation

Chapter 6 Conclusion & Recommendations